

MARKET INNOVATION OVERVIEW

CATEGORY: Sweet & Savoury Snacks | **COUNTRY:** France

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION:

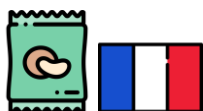
SWEET AND SAVOURY SNACKS IN EUROPE, MIDDLE EAST AND AFRICA

SNACK BARS

Cater to holistic health needs: There are opportunities for snack bar recipes that are linked with supporting mental, as well as physical, health needs. After all, consumers are increasingly recognising the connection between diets and mood.

SALTY SNACKS AND FRUIT MIXES

Explore alternative protein sources: Brands should consider alternative sources of protein to diversify the variety of high-protein snacks available to consumers. Currently, insects are being explored as a potential source. There is also scope for nut brands to explicitly promote plant protein, as very few products are calling this out.



SWEET AND SAVOURY SNACKS IN FRANCE

Market Overview

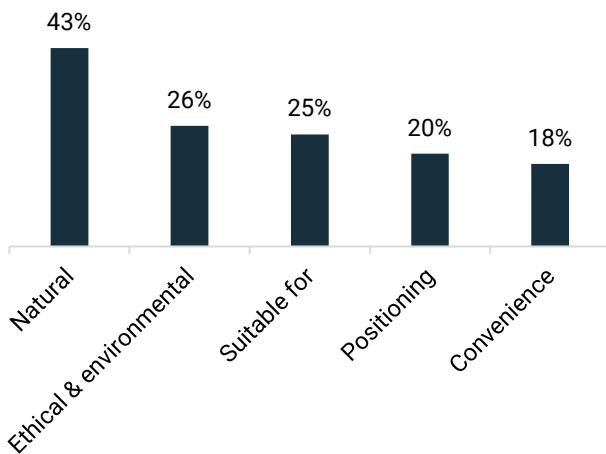
The French savoury snacks sector is expected to grow from €1.70 billion in 2018 to €2.12 billion by 2023, at a CAGR of 4.5%. In volume terms, the sector is expected to grow from 153.9 million kg in 2018 to 178.6 million kg by 2023, registering a CAGR of 3.0%.

Per capita consumption of savoury snacks in France stood at 2.29kg in 2018 and is expected to grow and reach 2.61kg by 2023. Per capita expenditure in France stood at €25.35 in 2018 and is expected to reach €30.98 by 2023. (GlobalData, 2020)

New Product Development Analysis

10% of food products launched in France between July 2018 and June 2019 were Sweet & Savoury Snacks.

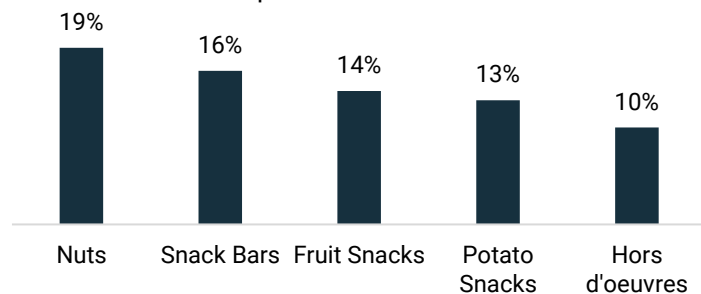
Top 5 Category of Claims in Sweet & Savoury Snacks product launches



The most used claim in snacks launched between July 2018 and June 2019 in the French market was the 'Organic' claim. Still in the 'Natural' claim category, the 'No Additives/Preservatives' claim was also popular in the NPD. The 'Ethical – Environmentally Friendly Package' claim was featured in almost 20% of snacks.

The most popular sub-category of snacks launched in France, in terms of new product launches, was the 'Nuts' sub-category, accounting for 19% of products. The 'Snack Bars' sub-category wasn't far behind.

Top 5 Sub-Categories of Sweet & Savoury Snacks product launches



This product retails in a 125g pack bearing the AB and EU Green Leaf logos.



This veggie product features six vitamins, including vitamins E, C, B6, B1, B2, B6 and niacin, and is free from colorings and preservatives.



This product comes in a recyclable and easy to use pack featuring the EU Green Leaf.



THE FRENCH CONSUMER

Agree with (2018)

45%

Snacks made with **pulses are healthier** than potato-based snacks



59%

A product containing **different textures** of snacks (eg crunchy and chewy) is appealing to me

I would like to see (2018)

49%



More snacks/energy bars **high in protein**

70%

A wider range of snack/energy bars with **added health benefits**

Most important factors when choosing salty snacks (2018)

44%

Natural ingredients



Healthier variants

33%

(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

Every snack should tell a story: Snacks with history and heritage have a following, and consumers still relate to snacks they loved when they were young. But it is more than that: it is knowing that our snacks have authenticity, that they contain natural, familiar, simple ingredients that are easy to recognize, understand and pronounce.

Any time is snack time, and everything is a snack: Snackable products are coming from beyond traditional snack and confectionery categories; meats, cheeses, yogurt, dairy and a range of other categories are proving to be your next big competition.

It's not just the taste: There's no denying that taste is important when choosing a salty snack. However, taste is not the only factor: Snackers are also captivated by snacks that offer innovative colors, textures and aromas, as well as products with a dynamic shape or appearance.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar

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